

The Popular
DRY GOODS CO. INC.

A Satisfactory Place to Shop by Mail

People living in the neighboring towns will find many advantages in sending us their mail orders. The time saved over orders sent to Eastern cities is from five to ten days—our prices are guaranteed the lowest—the goods we send you must be satisfactory or be returned at our expense. We fill your orders carefully the day they are received, and prepay postage and express charges on all purchases amounting to \$5.00 or more, excepting, of course, heavy merchandise, such as muslins, sheetings and goods of like character.

The Popular
DRY GOODS CO. INC.

Second Week of the July Clearance Sale

Underprice Offerings Which Will Impel Liberal Buying Will Greet You on Every Hand

MONDAY. we enter upon the second week of our July Clearance Sale. In the week just past we have achieved a far greater success than we anticipated, and preparations have been made for even greater things for the week to come. New attractions have been planned—broken lines have been brought forward to complete their clearance at even lower prices than before—in a word the results must be all the name implies—an absolute clearance of summer goods. The displays in our windows tell tersely the tale of our low pricing.

Women's Summer Garments

THE price lowering in this department is truly sensational. Following up the firmly established rule of this store, we are bending every effort to the absolute clearance of the season's garments. Not merely a few specially selected lots of odds and ends are offered, but every garment of every quality is included in the special pricing.

Lingerie Dresses at \$7.85

The daintiest of styles of summer dresses are included in this splendid lot. Made in the season's most desirable styles, of fine sheer batiste in white or delicate shades, handsomely embroidered or lace trimmed; \$13.50, \$15.00, \$16.50 and up to \$18.50 were the original prices of these. The July Clearance Sale price is **\$7.85**

Linen Dresses at \$13.79

A truly remarkable lot of handsome dresses is shown at this price. Many of them are exclusive models, smartly designed and effectively trimmed in heading, hand embroidery and heavy laces. The prices of these dresses were, originally, \$18.50, \$20.00, \$22.50, \$24.50 and \$27.50. Our July Clearance Sale price is **\$13.79**

Linen Suits at Half or Less

All of our linen coat suits have been reduced to half, many of them to even less than half the original prices. Many very smart styles are shown made of French shrunk linen, elaborately trimmed with laces or braiding. Also plainer tailored styles are shown in styles worth from \$15.00 to \$75.00—ONE-HALF OR LESS.

Dress Skirts \$7.85

Panama cloth in black and colors, voile in black and hand-some novelty skirtings, made up in very attractive pleated and plain tailored styles. Values up to **\$7.85**

Silk Dresses at \$16.85

Handsome dresses than these have never been offered at a price that approaches this. We have marked at this price dresses of pongee in the natural and other colors, foulards, taffetas and messalines, made modishly and of excellent quality. Dresses regularly sold for \$25.00, \$27.50, \$30.00, \$33.00 and \$35.00 are priced in the July Clearance Sale **\$16.85**

Dress Skirts \$4.98

Stylishly made dress skirts of black panama, handsomely braided in the overskirt effect; black voile skirts in pleated styles, trimmed with silk bands. Values up to \$9.50 **\$4.98**

Laces and Embroideries

ALLOVER LACES—Valenciennes and Oriental allover, in white and cream, in a variety of new and handsome designs, suitable for all purposes. Regular \$1.00 values, a yard **44c**
ALLOVER LACES—Oriental and Valenciennes allover laces in white, cream and ecru, handsome, new designs. Monday and Tuesday we offer regular \$1.75 values for a yard **95c**
EMBROIDERIES—3000 yards of fine Swiss and Nainsook embroidered edging and insertion, in broken and matched sets, some pieces slightly soiled. Widths from 2 to 9 inches, worth up to 50c a yard; special **19c**
LACE—Zion City Valenciennes laces, 1-2 to 2 inches wide, edging and insertion to match, in French, German and Fillet effects. Regular 10c quality; special, a yard **5c**
EMBROIDERY—2500 yards of fine Swiss cambric and nainsook edging, insertion, galloons and corset cover embroideries, odd pieces and matched sets, some pieces slightly soiled. Values up to 75c; special, a yard **36c**

Hosiery and Underwear

WOMEN'S HOSE—Fine quality gauze hose, plain, black, with double sole and toes, high spliced heels and garter top. Our regular 50c quality, a pair **33c**
INFANTS' AND CHILDREN'S HOSE AND SOCKS—In white and plain and fancy colors. A good quality, fine gauge and fast colors. Values up to 25c; special, a pair **11c**
MISSES' HOSE—Fine quality hose, in plain or embroidered styles. In black and white only. Regular 50c qualities; special, a pair **29c**
MISSES' UNION SUITS—Fine quality hose, in white, made with fitted or wide lace trimmed knee. All sizes in the regular 35c quality **24c**
WOMEN'S VESTS AND UNION SUITS—Sample line of women's summer vests in the low neck and sleeveless styles and union suits, cotton lisle and lisle finish. Values to 50c, each **19c**



"Kaysers" Silk Gloves

Genuine "Kaysers" pure silk gloves, double finger tipped, in the 16-button length, colors only. Regular \$1.25 quality, a pair, **83 cents**

Mill Ends of Cambric and Muslin

Manufacturers' remnants of bleached muslin and cambric, in lengths of 1 to 3 yards each, in quantities worth to 11c; on sale Monday in the Basement, **5c**

Muslin Undergarments

HUNDREDS of beautiful, snowy white undergarments for women will form one of the most attractive items of this sale. Garments of the best qualities, correctly proportioned, handsome in design and neatly made, are plainly marked at prices that will save at least one-fourth, in many instances even more.

Special Lot at 79c

Skirts, trimmed with embroidery or lace; chemise, of nainsook and cambric; drawers, of longcloth and cambric, lace or embroidery trimmed; corset covers, of fine nainsook, in dainty styles; combination garments, of nainsook and longcloth, the corset cover and drawers, or skirt. Regular \$1.00 values.

Special Lot at 97c

Night Gowns of nainsook, the high or low neck, long or short sleeves; combination garments, the corset cover and drawers or short skirt; skirts, embroidery or lace trimmed; drawers of all styles; dainty corset covers; chemise in the short or skirt length. Regular \$1.25 values.

Special Lot at \$1.43

Beautifully designed night gowns, skirts, chemise, drawers, corset covers and combination garments, made of fine longcloth and nainsook, trimmed with laces and embroideries. Garments worth to \$2.00, including several styles of the French hand made, comprise this lot.

Special Lots at \$2.29, \$3.29 and \$3.98

These three lots give you the opportunity to buy our finest garments at small cost. The daintiest of styles of garments made of fine nainsooks and batistes, appropriately trimmed, and handsome French hand made garments are included in these very special lots. The prices are fully one fourth less than the real values.



Special Lot at \$1.19

Corset covers, combination garments, night gowns, chemise, skirts and drawers of all kinds of materials, neatly trimmed with embroideries and laces. We include in this very special lot all regular \$1.50 styles.

Special Lot at \$1.98

Regular \$2.50 garments, including many of the French hand made ones, are marked at this price. Chemise, night gowns, drawers, skirts in very handsome styles, and combination two and three-piece garments of fine nainsook and longcloth, with embroidery and lace.

Bargains in the Basement

Monday and Tuesday

PERCALES—Good quality percales in light and dark colors, that will wash well. The regular \$1.30 quality; special **6 1/4c**
"SILKO"—A sheer material for summer dresses and waists. Neat figures on a mercerized fabric, worth regularly 15c; special **11c**
SHIRTING MADRAS—Neat striped effects on a white ground, suitable for men's shirts, women's waists and boys' trousers. Regular 20c quality; special **12 1/2c**
PERCALES—Light and dark colors in the best quality percale. Designs suitable for shirts, waists and dresses. Regular 12 1/2c quality; special **9c**
GINGHAM PETTICOATS—Made of extra quality seersucker gingham, the blue ground with white stripe, generously cut in length and width. Regular **49c**
WHITE WAISTS—With embroidered front, Dutch neck, elbow sleeves, very neat styles in the 85c quality **49c**

Dress Materials

Special lot of fancy Louises and Taffeta Silks, a limited number of patterns of the regular 50c quality. As long as they last on Monday, a yard **27c**
SILK WARP FABRICS—Handsome printed silk warp dress fabrics, of fine texture for summer costumes. Regular 50c qualities are displayed in our windows at a yard **25c**
WASH GOODS—Voiles, dimities, tissues, crepes, chiffons and many other of our best selling washable dress materials are grouped in the July Clearance Sale, regular values to 35c, at **16c**
SOISETTE—Plain colors in this very desirable silk finished material, all shades, 32 inches wide and of a beautiful quality, 25c values; special **19c**
TABLE DAMASK—All linen bleached table damask, very wide and of excellent quality, and in handsome designs. Our regular 65c quality; special, Monday only **39c**
WHITE PIQUE—Good qualities in a variety of weaves, plain and fancy styles, worth up to 65c, a yard **39c**

Hair Goods Reduced

Monday we offer our entire lines of Hair Goods at one-fifth off. This includes all braids, switches and turbans of all qualities. **Reduced 20%**

Jewelry Specials

Belt buckles and sash pins, plain and jeweled styles, values to 50c, each **16c**
 Fancy hat pins, in jeweled effects, new designs in values up to 75c, each **33c**
 Children's purses, in fancy colored leathers, with leather or chain handle, 65c styles **39c**

NECKWEAR AND BELTS

Dutch collars in new Baby Irish effects, in very pretty designs, values to 35c, each **16c**
 Fancy lace chemisettes in white, cream and ecru, values to \$2.50, each **\$1.37**
 20 dozen white wash belts, plain and embroidered styles, values to 65c, each **37c**
 Fancy net veils, black, white and colors, values to 50c, a yard **14c**

Trunks and Suit Cases

Trunks of all sizes, designed for both women's and men's use. Suit cases of leather, leatherette and Jap matting in all sizes and qualities. **Reduced 20%**

SWIMMING IS A POPULAR SPORT

Y. M. C. A. Pool Finds Many Devotees Busy These Days.

It is not strange that in El Paso where only the "Silver Rio Grande" suggests moisture, the Y. M. C. A. swimming pool is by far the most popular of the summer's athletic association activities. Men and boys daily revel in the large, white tiled tank, making the cool water boil with their splashing, swimming and diving. Formerly only a carpeted spring board and a high diving tower were enjoyed, but the association management recently has begun a new policy. A long pole has been run out over the waters, and to walk this to the tip is no small feat. Other apparatus will be installed, and the tank made a cardinal feature of summer sport. Special attention is being paid to those who cannot swim, following the policy of eastern cities where the aim is to teach every man and boy to rival the fish. The success of the scheme is proved by the fact that city after city has fallen in line this summer with

large sums set aside for installation of swimming pools.

While there is little danger of the El Pasoans drowning in the Rio Grande, yet he may drift where realistic waters are deep. Anyway, the summer swim is no idle pursuit, especially where there are no sharks to bite off legs, and no rocks to mutilate feet.

CHAUTAUQUA FOR CLOUDCROFT SURE

Things Seem in a Fair Way to Get It—Many Picnic Parties.

(By Mrs. W. S. Tilton.) Cloudcroft, N. M., July 9.—A meeting was called yesterday for the purpose of forming a Chautauqua association. J. A. Eddy was made temporary chairman. A temporary committee on organization was appointed. Dr. C. Clayton Patch, of Chicago, outlined the work of other Chautauques that he has helped organize and a good deal of enthusiasm was aroused. The committee has gone to work to make sufficient inducements for the Otero county teachers' institute to meet here in August and at that time it is hoped to organize a permanent Cloudcroft Chautauqua. The lodge has had many managers

but never one who has tried harder to please his guests and never a more popular one than Howard Beecham.

Picnickers are taking advantage of the delightful weather and every morning sees wagon loads of jolly folk out for a good time with a cavalcade of young people as escorts, making the forest ring with their shouts and laughter.

Mrs. H. H. Bailey and baby returned from El Paso today, after spending a week below.

Mrs. Horace Broadbush and family and Miss Mazie Cole came up yesterday for a month's stay in the pines.

The Hall Room Boys in The Herald. Watch 'em.

ROSWEIL ARRANGES STREET SPRINKLING

Contract Let for Large Hotel—Alfalfa Growers Organize.

Roswell, N. M., July 9.—Mayor Veal has arranged to advance the \$3000 or \$4000 needed to pay for four extra street sprinkling wagons that have been ordered; six teams to be bought, sheds for the sprinklers; a barn for the horses, to be built back of the city fire

house, and other necessary equipment with which to place the municipal street sprinkling scheme in operation.

S. C. See, of the Missouri State university, has been selected by the board of education as teacher of science and chemistry in Roswell's high school. Mr. See is six feet two inches in height and is said to be a good football and baseball player and track man. The foundation for the new high school building is ready for the bricklayers to begin on the walls.

G. N. Amis has the contract for the new Gilkeson hotel at \$15,000, exclusive of the inside painting, electrical wiring, plumbing and heating, which will bring the total cost to a sum between \$20,000 and \$25,000.

Tom Loveless, of Roswell, has joined his brother, Rustler Loveless, on the Datto national forest reserve, where both have positions as rangers, but at different stations.

The Roswell Wool and Hide company has been granted a 10 year franchise by the town of Hagerman for operating a wholesale beef business in that town.

Alfalfa growers in this vicinity have organized the Roswell Alfalfa Growers' association for the purpose of providing a general selling agency for their alfalfa, and securing better prices. All cotton bearing cottonwood trees in Roswell are being marked and are

to be topped this fall by order of mayor or Veal. Later an ordinance is to be passed requiring the topping of all such trees every three or four years, so as to permanently abate the cotton flying nuisance.

A daily short story every day in The Herald; also the serial.

"Just Say" HORLICK'S

It Means Original and Genuine MALTED MILK The Food-drink for All Ages. More healthful than Tea or Coffee. Agrees with the weakest digestion. Delicious, invigorating and nutritious. Rich milk, malted grain, powder form. A quick lunch prepared in a minute. Take no substitute. Ask for HORLICK'S. Others are imitations.

Like Dorothy Dix? Well, she is going to write for you in The Herald. The Hall Room Boys in The Herald. Watch 'em.

Packard MOTOR CARS

Also the Packard three-ton truck Price of standard chassis, \$3,400.00 Licensed under Seiden Patent Texas Motor Car Company 922-924 San Pedro Ave., San Antonio, Texas

CREATH TRADES LAND TRACT FOR ARTESIA ICE PLANT

Artesia, N. M., July 9.—J. R. Creath has exchanged some land for the ice plant. This is the third time the plant has exchanged hands in two weeks.

I WILL GIVE \$1000

IF I FAIL TO CURE ANY CANCER OR TUMOR I TREAT BEFORE IT POISONS DEEP GLANDS WITHOUT KNIFE OR PAIN. NO PAY UNTIL CURED 5000 CURED SWORN TO NO X-RAY OR OTHER SWINDLE AN ISLAND PLANT MAKES THE CURE ABSOLUTE GUARANTEE ANY TUMOR, LUMP OR SORE on the Lip, Face or Body 6 months IS CANCER. They never pain until last stage. 120-PAGE BOOK SENT FREE with testimonials of hundreds cured after others failed. Write and ask them. 30 years curing Cancer 21 here ANY LUMP in WOMAN'S BREAST IS CANCER, and if neglected it will always poison deep glands in the armpit, and kill quickly. Address DR. & MRS. DR. CHAMLEY, CHAMLEY MANAGER, U. S. CANCER CURE, LARGEST in the WORLD 745 AND 747 S. MAIN ST., LOS ANGELES, CAL. KINDLY MAIL TO SOMEONE WITH CANCER